



WE WISH YOU A HAPPY NEW YEAR!

Welcome to our 25th issue of Inform!

We wish you all of the very best of health and happiness for the year ahead.

In this issue we showcase the latest innovations and updates that we believe will help you grow and add more value to your customers.

I would like to pass on a big thank you to our Partners for a great day spent on Sydney Harbour. It is truly inspirational to watch the friendships evolve that began at this event. We have included some photos of the big day.

Engage with us, we can't add value just quoting and hoping.

Have a great day!!

-Rodney Frost



Let Us Help You, Help Your Customer ... and more!

Every innovation comes from a new technology, an old problem and a new idea, read on to see our latest offerings that will help you grow.

Direct Mail Works - Links and Facts to help your customers

It is becoming harder to market to people now with so many channels. Email is clustered and easy to delete or unsubscribe. **Direct Mail** is making a come back!

Links below contain Case Studies and Facts (albeit UK and USA based) that you will ever need to help your customers understand the importance of mail in their Marketing Mix. I have also attached more data on Geo-Marketing or Local Area Marketing.

We can support you with all of the expertise, software and hardware that you need to bring these examples to life for your customers.

As Australia's only Trade Only Multi-Channel Communications partner we respect confidentiality and want to help share our skills to help yourself and your clients win.

For more information, please visit the links provided below:

<https://auspost.com.au/business/marketing-and-communications/direct-mail-marketing>

<https://www.postcardmania.com/case-studies/>

<https://www.ipc.be/en/knowledge-centre/direct-marketing/case-studies>



WEB TO PRINT CASE STUDY BENCORP

CHALLENGE

The team at Bencorp have always been eager to help their customers by being the one stop shop for pubs, clubs, cafes and restaurants.

The search for technology that could handle the supply of templated menu's, flyers, cards and wall/floor coverings along with their existing products had been the main challenge.

How can we help you with your online strategy? Would you like to allow for 24 x 7 interaction with your business? Is there something peculiar that you'd like to offer online that you just haven't been able to achieve? We are driving this with great results for our Partners, helping them serve their customers faster whilst optimising the supply chain.



Welcome to **Bencorp**

NEW & IMPROVED

We are dedicated to providing the very best solutions to our clients, you can be sure the items you receive from our team are of the highest standard.

Take a minute to sign up now and shop online with our best products to offer!

Don't miss our exciting offers!

Still Only **\$69.00** Including GST *Free Shipping Offer*

Pre-Order Offer ENDS JULY 31st

Use code **DD19FF** at checkout or CALL 1800 882 966 to Order Now

For shipping outside of Australia please use Contact Us for prices & options.

SOLUTION

This great opportunity was discussed and it was decided to form a technology partnership between Bencorp and Cheque-Mates (Via our CMW2P). With the skills, experience and software of CMW2P we were able to truly master the offering and build on top of the many hundreds of SKU's that already existed. Marketing has begun and this has resulted in a true win-win for Bencorp and their customers.

Bencorp are able to offer more and increase wallet share whilst providing a best of class solution inline with their one stop shop vision.

Bencorp's customers can shop 24 hours and buy printed collateral in addition to all of the other products they already purchase. This allows them to focus on running their businesses and not have to wait for emails to bounce around which can take time due to the hours that they work.

Don't be left behind! **Call or Email NOW** to find out how we can help.



Unit 1, 450 West Botany St.
Rockdale NSW 2216
Australia



61-2-9567 9166



info@bencorp.com.au

Print Shop

FOR ALL YOUR PRINTING NEEDS!

**NEW
RELEASE!**



In partnership with Cheque-Mates, we have introduced a new product for all your printing needs. We offer various printing products from A4 size to Wide Formats and signages.

INTRODUCING NEW AND IMPROVED PAPER ROLLS AUSTRALIA WEBSITE

YOUR PARTNER, NOT YOUR COMPETITION

Paper Rolls Australia are the company you can trust when it comes to quality, durability and reliability.

We openly provide you with the exact material used and the length of the roll every time.

+61 2 97385600

Request a quote now

We are excited to launch our refreshed Paper Rolls Australia website to our partners this month.

As you will see our differentiator is the integrity, transparency and trust that we deliver via an absolute passion for quality.

We are still putting the final touches on the online store for off the shelf items but once it is ready it will give our reseller partners direct access to our ordering system.

WHAT IS THE FUTURE OF PLASTIC CARDS?

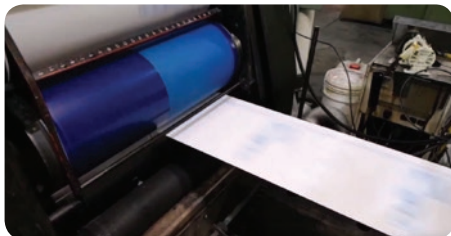
Loyalty Programs no longer really need plastic cards and you have a great opportunity to save your clients money.

The free mobile wallet app **Stocard** allows loyalty cards to be stored digitally and already has over 3 million Australian iOS and Android users and is growing at a pace of 100,000 per month. In the next month or two there will be 30 million active users across Australia and Europe.

It allows shoppers to upload their card information into the app and hold each program's applicable barcode and photos.

The plastic card goes in the bin, it is now a temporary card that your customers need so why waste their money on plastic?

Attached you will see an image of an Integrated Card and more details which will help you help your customer.



For more information on this works, you may visit our youtube page at the link provided below.

Link: <https://www.youtube.com/watch?v=mZCbXFXbUG4>

HOW STOCARD WORKS:

All of your reward & loyalty cards out of your bag and onto your phone



Available for Android & iOS



The Lamson Group 2018 Highlights

The 2018 year has been another big year for the industry with those investing in innovation and diversification standing out. The world in which we live continues to change rapidly with technology being the main enabler of speed and communication.

Giving Back

In Australia we continue to focus on major events such as our Homeless BBQs and The CEO Sleepout to help those less fortunate. We have partnered with The Purple Community Fund and our business partners to fund a school for 300 children per year. The school runs basic living skills programs as well as basic Maths, Science and English courses.

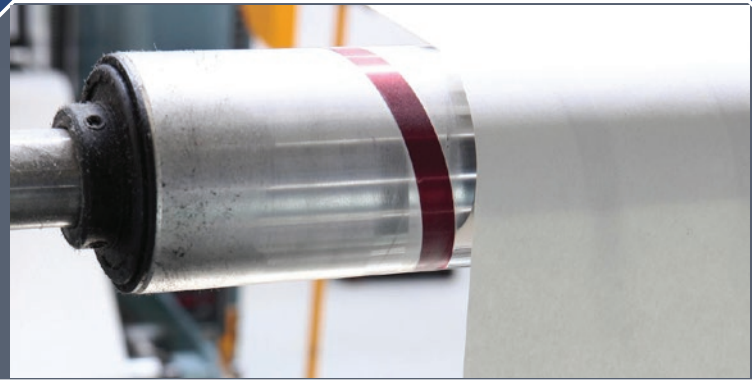


Group Wide

We have invested in our first 100KW system for Solar Power as a part of our environmental focus. Results from this will drive decisions in further steps.

Lamson Paragon

Lamson Paragon have invested in some nice automation equipment in our finishing area which is where 1/3 of our team work their magic. We have also refreshed all of our major materials handling equipment to ensure we have the latest in safety features available to protect our team including red light technology and various warning systems.



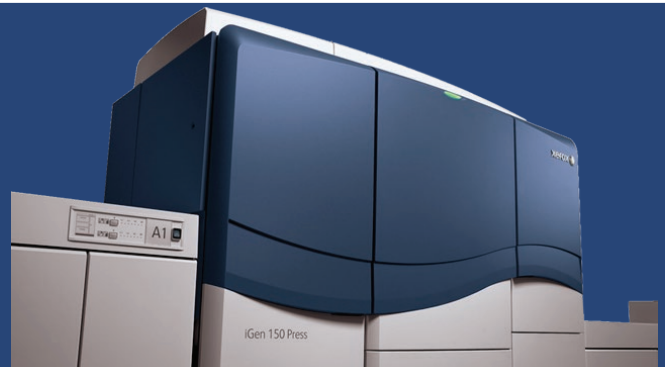
Paper Rolls Australia

Paper Rolls Australia continue to focus and invest on turning what is seen as a commodity product into a huge opportunity for innovation with integrity. Our mission to educate the buyers is starting to sink through with people now asking what the material is and how long is each roll. Our new website video highlights that.



Cheque-Mates

Cheque-Mates have grown substantially late in 2018 off the back of a focus on automation and technology. We continue to "Uberfy" the Trade Digital Print market by launching Australia's best custom Web to Print platform. This has really helped our partners as the sites remove the need for our partners to get pricing and process orders. Our partners just market their own sites and get sent money each month. How good is that! Wide Format continues to play a solid part of our overall strategy and we are bolstering up the team for a big 2019 in this area.



Integrated Office Solutions

Integrated Office Solutions continues to grow in The Philippines and we are now saving our partners over \$5,000,000 per annum whilst increasing output of tasks by an average of 30%. 2019 will be a big year for Integrated OS as we move in to our new 150 seat site taking our total capacity in Manila to over 300 team members.





THERMAL PAPER UPDATE

Thermal Paper Likely to be Affected by Leuco Dye Shortage into 2019

In the months since our last update on the leuco dye crisis which has been creating tidal waves throughout the thermal paper industry, there has been little in the way of positive progress towards a resolution and a correction in the market.

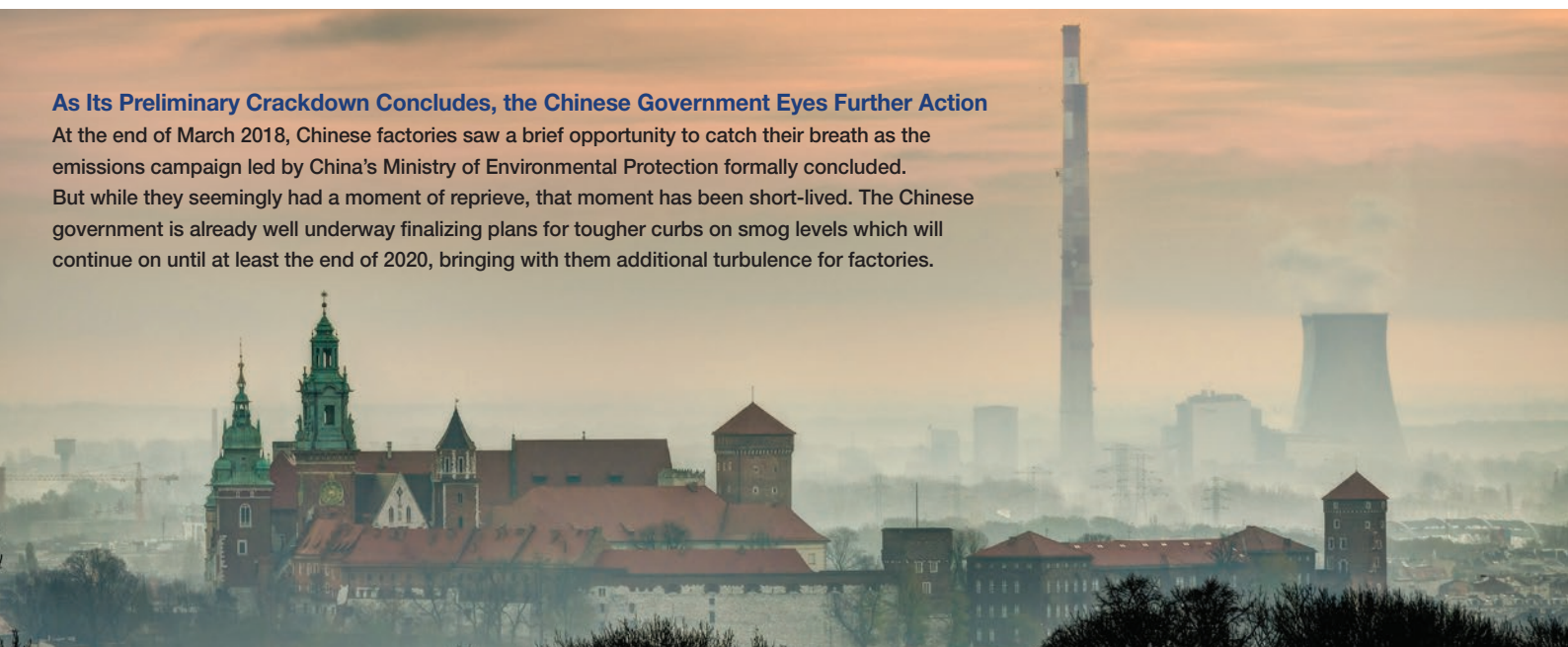


Industry Experts Predict the Squeeze Will Continue Through 2019

As the global leuco dye draught looms on, prices have continued to skyrocket, and with 2018 quickly winding to a close, paper converters and mills are still feeling the effects of a government crackdown that debilitated nearly 80,000 production facilities. As chemical producers look ahead for a light at the end of the tunnel, speculations are growing that the squeeze may continue to be felt right through the first half of 2019.

As Its Preliminary Crackdown Concludes, the Chinese Government Eyes Further Action

At the end of March 2018, Chinese factories saw a brief opportunity to catch their breath as the emissions campaign led by China's Ministry of Environmental Protection formally concluded. But while they seemingly had a moment of reprieve, that moment has been short-lived. The Chinese government is already well underway finalizing plans for tougher curbs on smog levels which will continue on until at least the end of 2020, bringing with them additional turbulence for factories.



Leading Leuco Dye Producer Connect Chemicals Regains Only Partial Operational Capacity

At the core of the leuco dye crisis is Connect Chemicals, the world's leading producer of leuco dye, which was shut down in late 2017.

Following its 3-month government-mandated shutdown, Connect Chemicals has reopened, but at a drastically reduced capacity – it is being constrained by as much as 50%.

In recent months, the industry has been abuzz with rumours that the Chinese government has made the prospect of re-opening so daunting that the chemicals manufacturer strongly considered the possibility of shutting down its 3-month old plant and relocating to a country with lesser strict air pollution policies.

And while Connect Chemicals has regained partial operational capacity, a number of other key Chinese leuco dye producers have still been unable to reopen their doors.



Leuco Dye Supplements Have Been Unsuccessful in Tapering Price Volatility

As the thermal paper industry awaits much-needed solutions to stabilize the volatile pricing of leuco dye, there has been extensive research conducted on alternative chemicals. Although many chemicals have proven to be frontrunners as potential alternatives, none have come back as concrete solutions.

And while a potential alternative could serve to offset the shortage and reduce the overwhelming demand for leuco dye, industry experts speculate that it would likely make little difference on price.

In fact, there is a strong consensus that prices may never normalize to post-crisis levels as producers who find a suitable alternative to the highly sought-after leuco dye are unlikely to devalue their “gold” but rather will capitalise on demand and maintain a premium price point.



The Industry Will Remain in a State of Volatility and Instability Into 2019

While there is speculation on means by which this crisis might be curbed, there is still no definitive timeline for when – or if – the leuco dye shortage will end.

The Chinese government's commitment to further emissions crackdowns means that chemical manufacturers will be forced determine whether to adapt to the government's new emissions regulations or pack up shop and relocate to another country. And while international chemicals producers experiment with leuco dye alternatives, the popular prognosis throughout the industry is that there is no immediate end in sight.

As of now, all indicators are that the squeeze will continue well into 2019.

Paper Consumers Can Pad Themselves from the Ongoing Effects of the Leuco Dye Shortage

As the ongoing shortage continues, The Lamson Group have been taking all possible action to minimise the impact felt by our partners.

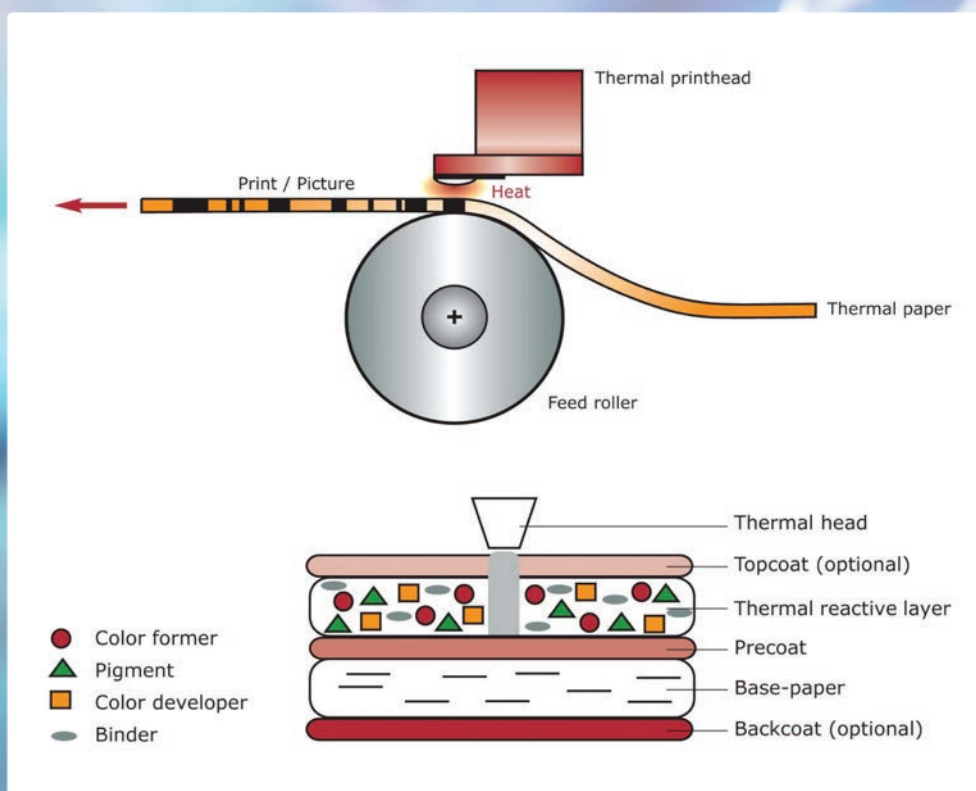
But with the industry still in a state of volatility and instability, inventory management is going to remain crucial for our partners. We recommend that paper consumers allow generous lead times on all orders and protect themselves from further price fluctuation by investing in a strong and steady inventory. We have that for you and your clients.

At The Lamson Group, we are proud to offer stocking support to ensure customers of any size can operate nimbly and cost-effectively. We provide the ability to store large volumes of product without taking on the expense and liability of a storage facility, in turn allowing for more consistent lead times on product orders.

We have also invested in multiple sites for disaster recovery which totally differentiates us from our competitors.

Despite the sentiment above there are rumours of alternatives to this dye starting to emerge. The other interesting thing that is emerging is that all thermal paper containing equal to or greater than 0.02% by weight of Bisphenol A shall not be placed on the EU market after January 2, 2020.

Interesting times ahead!



Inside Integrated Office Solutions

Integrated Office Solutions year end celebration,
business growth and way of giving back.

Integrated Office Solutions celebrated their year end party aptly entitled "Rockeoke Night" last December 14, 2018 at the Red Kitchen + Bar, Festival Mall, Filinvest City, Muntinlupa City. The night was filled with exciting games, prizes, gifts, good food and great music.



Expanding Business to the Next Level: We are looking forward to the growth of our partners as we will now have a capacity of **over 300 team members** within state of the art sites.

Parkway Building

The construction of the site is underway and is showing great results.

We have acquired several units on the upper level of the building.

To provide best facilities for our partners as well as our team members and to ensure maximum productivity, we have included unit plans, training facilities, and an exquisite pantry with flatscreen tv and sofa for the benefit of all during their breaks. We look forward to launching this site at the back end of 2019.



Unit 3C - Unioil Building

We have closed the deal with the owners and have successfully acquired 3C as one of our expansion offices in Alabang, Manila.

Demolition and construction of our new purpose built facility in Unioil Alabang is well underway and we look forward to moving one of our partners in to the site early January.

Further improvements on the facilities for all sites are in progress.

Giving Back in Partnership with UPSKILLS FOUNDATION

A very proud moment in the history of Integrated Office Solutions with the first classes kicking off in our educational facility in Tondo.

Our team helped paint and clean up the entire site so that we are able to educate over 300 children a year with basic living skill programs along with learning basic Math, English and Science programs. Thus far we have educated 252 children with another 200 to join in May 2019. As the children grow, we will be offering OJT (On the Job Trainee) positions to help this generation and the next get out of the cycle of homelessness.

We have successfully collaborated with Gerhard Doll (The GM of Crimson Hotel) and Jane Walker (Founder and CEO of Purple Community FUND and Upskills+ Foundation Inc) to discuss the feasibility of giving daily leftover food from the Crimson Hotel to the foundation for distribution throughout those in need.

Thank you to The Upskills Foundation and all of our generous sponsors supporting this cause together.



Our Wide Format Division has been able to secure great pricing on A Frames and Car Wraps. The quality of our Latex devices truly does have to be seen to be believed... the Colour Gamut is huge and it really is amazing.

Don't forget, we are Trade Only and don't deal directly so your customers are safe!

AMPLIFY YOUR BUSINESS WITH CHEQUE-MATES A-FRAMES

Standard size of 600mm x 900mm, other sizes available on request.

OPTIONS

1

CORFLUTE INSERT A-FRAME

Black Powdercoated Frame

Including 2 faces delivered to Sydney Metro

- Steel powder coated frame
- European design with picture frame style creates a corporate look.
- Strong and durable metal construction.
- Unique hinged top cap makes it easy to change inserts.
- Unique anti-scratch satin black coating on frame.
- Change your graphic in seconds.
- Folds flat for easy transportation and storage.
- Comes with padded cardboard box for added protection when transporting.

\$175.00
+ GST



2

COLOURBOND WHITE FACE A-FRAME

Black Powdercoated Frame

Including 2 faces delivered to Sydney Metro

- Steel powder coated frame
- European design with sleek satin chrome handle.
- Strong and durable metal construction.
- Smooth white metal face.
- Unique anti-scratch satin black coating on frame.
- Folds flat for easy transportation and storage.
- Comes with padded cardboard box for added protection when transporting.

\$185.00
+ GST



3

SNAP FRAME A-FRAME

Silver Aluminum Frame

Including 2 faces delivered to Sydney Metro

- High quality anodised aluminum frame.
- Simple to snap open the frame and insert your poster.
- Change posters quickly and easily.
- Includes non-reflect clear covers.
- Can be used indoors and outdoors.
- Accommodates A1 Poster size (594mm x 841mm).

\$195.00
+ GST



27th Annual Lamson Group Partner Appreciation Cruise

We invited over 400 people from within Australasian Print and Communication Industry to join us on the famous Lamson Group Partner Appreciation Cruise on Sydney's magnificent harbour and we are grateful for those that we were able to attend.

Our Channel Partners, Supply Partners, Management and Team Members, enjoyed wining and dining whilst discussing the year that was and the continuing challenges our industry confront today.

Some of these relationships are now over 20 years strong and it's those communities that are created where we feel we are giving back.

It really is an honour to introduce people on the cruise and then watch the relationships grow and flourish over the years.

We are truly thankful to those who came not only for their continued support but also for their endless efforts in helping us improve.

With the formalities over it was time to bring on the laughs with a great comedian Paul Martell. He had us doubled over in hysterics with his witty impersonations and jokes. With the drinks and conversation flowing freely the celebration was one to remember.

From all of us at The Lamson Group we'd like to thank all of our Partners for their support in 2018. Cheers to 2019, may it be our best year yet!

